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UNCLAS COLOMBO 000906

SIPDIS

DEPT FOR INR/R/MR, I/RW, I/REC;
SA/INS(FOR JWALLER); SA/PD (FOR LJIRWIN, LSCENSNY)
DEPT FOR IIP/G/NEA (SDOMOWITZ); SA/PPD (JRONEY)

E.O. 12958: N/A

TAGS: [KPAO](#) [OIIP](#) [IR](#) [ZP](#) [CE](#)

SUBJECT: PLACEMENT OF PRESIDENT'S EMERGENCY HIV/AIDS
INITIATIVE

REF: STATE 142342

[1](#)1. Reftel requested posts to use IIP materials to publicize the president's new HIV/AIDS initiative.

[1](#)2. Colombo used two IIP products to splash the rollout across the Sri Lankan press.

- News File. During noon and evening newscasts "News File" clips describing the initiative were used by MTV (independent English telecaster) and its Sinhala- and Tamil-medium affiliates, as well as by SWARNAVAHINI (independent Sinhala telecaster).

- Washington file. The May 27 Washington File piece, "Bush Signs Initiative to Fight AIDS Abroad," was placed in the DAILY NEWS (government-owned English daily), the ISLAND (independent English daily), and THINAKARAN (government-owned Tamil daily).

[1](#)3. We await receipt of the generic op-eds described in reftel, and will use them as appropriate in the Sri Lankan context.

Wills